

ALCOHOL PREVENTION ENHANCEMENT SITE

*Service
Guide*

Bluegrass Prevention Center is a program of Bluegrass Regional MHMR Board and is funded by the Division of Substance Abuse through the CSAP Substance Abuse Block Grant

Kentucky's Prevention Enhancement Site System

In 1999, the Kentucky Division of Substance Abuse created a network
of

Prevention Enhancement Sites

to do research and provide technical assistance and training to
Regional Prevention Centers and community groups across Kentucky.

The following Prevention Enhancement Sites are available
to assist Kentucky communities:

Environmental Alcohol Prevention

Environmental Tobacco Prevention

Fetal Alcohol Spectrum Disorders

Faith-Based Prevention

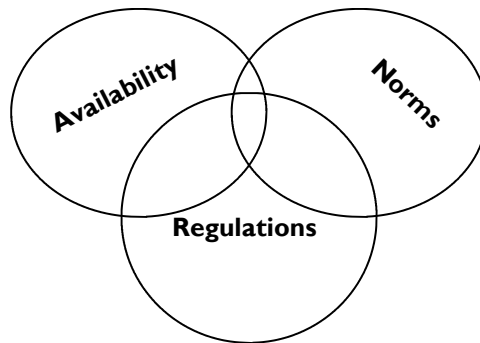
Methamphetamine Prevention

The PES network, funded by the
Kentucky Division of Substance Abuse,
has been instrumental in helping
communities develop and implement
comprehensive prevention strategies.

Please call the Kentucky Division of
Substance Abuse at 502-564-2880 for more information.

Environmental prevention means changing the environment of the community.

Instead of working to influence each individual youth in the community, environmental strategies focus on making alcohol less available to youth by influencing community attitudes and regulations.



Both wet and dry counties can change their environments by addressing these three factors.

Environmental prevention strategies are wide-reaching, cost-effective, sustainable and supported by research.

Example.....

Imagine that your town has a dangerous cliff. Teenagers regularly fall off the edge, with terrible consequences. How does your town respond?

If using **Individual-focused** prevention strategies, the town places adults at the path leading up to the cliff to try to talk teenagers out of going up.

If using **Environmental-focused** prevention strategies, the town builds a tall fence around the edge of the cliff.

The fence doesn't mean that teenagers can't *choose* to climb over.

It **DOES** mean that the community is no longer making it **easy** for them to do so.

COMMUNITY NORMS

The first thing a community must consider is the attitude that the community has toward underage drinking.

What norms are in place that influence the behavior of youth and adults?

- * Do adults believe that teenage drinking is “*just a normal part of growing up*”?
- * Do adults “*look the other way*” while youth drink at prom and graduation parties?
- * Does the community feel that “*nothing can be done*” to change the way things are?
- * What does *my* community accept as normal?

Community norms must be identified and addressed before environmental prevention efforts can be effective.

If a community does not support it, it won't last.

-Rand Institute

AVAILABILITY

A community must consider the *availability* of alcohol to youth.

The **LESS** time, effort and money that is required to obtain alcohol, the **more likely** youth are to begin using alcohol.

On the other hand, the **MORE** time, effort and money required to obtain alcohol, the **less likely** youth are to begin using alcohol.

- * Where do youth in my community get alcohol?
- * Is it easy for teenagers in my community to get alcohol from parents, friends or liquor stores?
- * Are keg parties common?

It is important that a community understands the availability issues specific to youth in *their* community.

REGULATIONS

Regulations include laws and ordinances that formalize community norms and make them enforceable. These may include city, county or school regulations.

- * What happens if a teenager is caught drinking at school?
- * What happens if a teenager is caught drinking by the police?
- * What regulations regarding underage drinking already exist in my community?
 - * Are they enforced? If not, why not?
 - * Are underage drinking laws enforced consistently in my community?

Regulations can be very effective in preventing underage drinking if they are supported by the community and consistently enforced.

STRATEGIC PREVENTION FRAMEWORK Step 1

Assessment

Too often, communities design prevention efforts around assumptions based only on a small perspective of larger issues. Before beginning **any** environmental prevention effort, it is essential to create an objective picture of the issue using data.

The following information should be included:

- ➡ **Youth substance abuse data**
(KIP survey or other local youth survey)
- ➡ **Environmental scans**
- ➡ **Adult attitude survey data**
- ➡ **Focus group data from youth, adults, law enforcement**
- ➡ **Consequence data including arrests and convictions for alcohol-related offenses**
(including both juvenile and adult)
- ➡ **Existing laws and ordinances**
- ➡ **Existing resources**

Once this information is collected, it should be reviewed objectively. The data must be used to guide the development of the strategic plan.

STRATEGIC PREVENTION FRAMEWORK: Step 2 ***Capacity***

Before beginning the process of implementing an environmental strategy, a community must organize and build capacity and resources, including:

- ⇒ A sufficient number of trained staff and volunteers
- ⇒ Ongoing training opportunities
- ⇒ Channels for networking and communicating within all sectors of the community, including local government
 - ⇒ A solid understanding of the structure and organization of local government
 - ⇒ Adequate technological capabilities

Capacity-building is an on-going process. Recognize that the community will continue to identify areas of need throughout the entire process of the Strategic Prevention Framework.

STRATEGIC PREVENTION FRAMEWORK: Step 3

Planning

During the planning stage, a community uses the data and resources identified through the first two steps to develop a strategic plan.

It is important that the plan is developed around Evidence-Based strategies, which have been shown to reliably produce measurable reductions in underage drinking.

The following environmental strategies have been shown to be effective in reducing underage drinking:

- ➡ Responsible Beverage Server Training
 - ➡ Alcohol compliance checks
 - ➡ Happy hour restrictions
- ➡ Reducing alcohol outlet density
 - ➡ Sobriety checkpoints
- ➡ Graduated drivers' license laws
 - ➡ Social host laws
 - ➡ Keg registration
- ➡ Restricting alcohol sales at public events
- ➡ Increasing taxes on sales of alcohol

STRATEGIC PREVENTION FRAMEWORK: Step 3 ***Planning (cont.)***

Suggestions for choosing environmental strategies for your community:

- ➡ Make sure that the group is truly aware of the current laws and ordinances that are already in place, both locally and statewide.
- ➡ Use local data to determine the specific problem needing to be addressed.
“Underage drinking” is a broad topic.
Specific strategies will have specific results.
- ➡ Identify what conditions / factors are not already being addressed by other state or local initiatives already in place.

STRATEGIC PREVENTION FRAMEWORK: Step 4 ***Implementation***

A solid strategic plan leads a community through the process of implementing an environmental strategy.

During the implementation of **any** prevention strategy, it is important that the process is monitored. This allows changes to be made along the way in order to keep the plan moving toward desired outcomes.

Process evaluations include:

- *Planned vs. Actual implementation of activities
- * Staff and volunteer time
- * Ongoing focus groups with target populations
- * Documentation of all activities

STRATEGIC PREVENTION FRAMEWORK: Step 5

Evaluation

After an environmental strategy
has been implemented,
it is necessary to **evaluate**
the outcome of that strategy.

**Unlike most individually-based
programs, it is likely that even a
well-implemented environmental strategy
will take a long period of time to show the
desired outcomes.**

***The best measured outcomes do
the following things:***

- * Reflect **actual behavior**, as opposed
to only knowledge
- * Cover large groups of people
- * Are demonstrated over long
periods of time

STRATEGIC PREVENTION FRAMEWORK: *Step 5* ***Evaluation (cont.)***

Examples of Specific Measurable
Outcomes Include:

1. Youth perception of reduced access
2. Decreased alcohol compliance violations
3. Decreased number of alcohol licenses per capita
4. Increased number of alcohol outlets
implementing Happy Hour restrictions
5. Increased number of public events
restricting access to alcohol
6. Decreased number of police reports of
field / house parties involving underage drinking

**THE FOLLOWING *FREE*
SERVICES ARE AVAILABLE TO YOUR COMMUNITY
FROM THE
ALCOHOL PES:**

Training

Environmental Prevention for Your Community

Technical Assistance

- ➡ Conducting an Adult Attitudes Survey
 - ➡ Implementing Local Ordinances
 - ➡ Developing a Strategic Plan
- Using Environmental Strategies

Resource Dissemination

- ➡ Sample Ordinances
- ➡ Current Research

For More Information About Environmental Prevention:

Marin Institute

The Marin Institute fights to protect the public from the impact of the alcohol industry's negative practices.

This website provides information about alcohol policy, including Action Steps for communities.

www.marininstitute.org/

Mothers Against Drunk Driving

MADD is a grass roots organization with more than 400 entities nationwide.

This website provides state-specific data and information about specific policy changes addressing underage alcohol use.

www.madd.org

Underage Drinking Enforcement Training Center

This website provides information about enforcement and community-wide environmental prevention strategies.

www.udetc.org/

FACE

FACE is a national non-profit organization that supports sensible alcohol policies and practices through the development of messages, strategies and training designed to create public awareness and action on alcohol issues. This website contains resources for communities to use when developing community-based initiatives.

www.faceproject.org

CONTACT US:

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